

Public Involvement:

How to Communicate, Listen and Work with Our Public

Who should attend this workshop?

Project managers, supervisors, engineers, scientists, community involvement specialists and related staff who are working on environmental problems where there is public interest or concern.

What is the workshop overview?

This unique workshop has been sought after and delivered around the world. It provides insights and strategies for establishing trusting working relationships with people including communities and interests groups, and the news media. A poor relationship is usually where problems begin, creating heightened concerns and negative perceptions. This can then quickly escalate into anger, fear and distrust. Consequently, the Agency's reputation can be damaged, along with its ability to carry out the mission. Successful relationships are the foundation for productive problem solving and this workshop will provide real life case studies illustrating the difficulties one might expect and the successes that can be achieved. A variety of common problems and misperceptions that can cause alarm or mistrust will be investigated. Strategies and solutions will be developed with the participants to not only make one's job easier and less painful, but also to provide assurances to the public that one is trying to help. Role plays will be used to add some realism and excitement. Expert coaching and tools will be offered to help one become more successful.

What is the goal of the workshop?

To engage people in a discussion on how to make working with the public more successful and rewarding. Also to provide a broader perspective about how everyone working on a project contributes to its success or failure ... Success is based on everyone's participation working as a unit ... It is not just the job of an individual like a the community involvement specialist.

What is the workshop format?

Interactive discussions, video examples, real case studies, and role plays will be used to stimulate thinking in this 3-day workshop.

Who are the workshop facilitators?

The instructors are EPA experts with a wealth of program and managerial experiences working in difficult situations, including: Alvin Chun, OSA, HQ; Arnold Den, Region 9; Angeles Herrera, Region 9; Bill Steuteville, Region 3; Wendy Thomi, Region 8; and Dianna Young, OSWER. With an extensive range of experiences working with many agencies, industries, and communities, they have a wealth of technical, management and communication experiences to share.

How can you arrange for a workshop?

Please contact Alvin Chun, Director, Center for Communicating Complex Science & Promoting Public Involvement at (415) 972-3720 or by email at: chun.alvin@epa.gov